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EXPOSURE TO FASHION IN RELATION TO THE CLOTHING VALUE STRUCTURES AND CLOTHING EXPENDITURE OF YOUNG WOMEN

by

© LINDA A. LUSBY

A THESIS

SUBMITTED TO THE FACULTY OF GRADUATE STUDIES AND RESEARCH

IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE DEGREE

OF MASTER OF SCIENCE

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FACULTY OF HOME ECONOMICS

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THE UNIVERSITY OF ALBERTA

FACULTY OF GRADUATE STUDIES AND RESEARCH

The undersigned certify that they have read, and recommend to the Faculty of Graduate Studies and Research, for acceptance, a thesis entitled Exposure to Fashion in Relation to the Clothing Value Structures and Clothing Expenditure of Young Women submitted by Linda A. Lusby in partial fulfilment of the requirements for the degree of Master of Science in Clothing and Textiles.

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Supervisor

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Date March 30, 1978

ABSTRACT

Exposure to Fashion in Relation to the Clothing Value Structures and Clothing Expenditure of Young Women

by

Linda A. Lusby, Master of Science

University of Alberta, 1978

Professor: Elizabeth M. Crown

Faculty of Home Economics

Division: Clothing and Textiles

The purpose of this research was to investigate the role of the mass media in relation to clothing values and clothing behavior. In the context of a conserver oriented society, the continual change of what is considered fashionable may be placing too much stress on the individual budget. Kohlmann's theory of value orientations provided the theoretical framework for this work. By measuring the stability of clothing values in conjunction with other variables, one could determine the degree of influence exerted by fashion advertising.

The random sample used in the study consisted of 197 young women between the ages of 17 and 30 representing three different employment states: (1) full-time students without employment; (2) students with part-time employment; and (3) subjects with full-time employment. Four

instruments were administered: The Word Association Test; The Exposure to Fashion Inventory; The Clothing Values Scale; and The Personal and Financial Data Questionnaire.

The Pearson product moment correlation, chi-square, and analysis of variance procedures were used to analyze the data. Statistical analyses indicated significant correlations between exposure to fashion and both interest in fashion and personal clothing expenditure as well as between income and persoanl clothing expenditure. Exposure to fashion was found to differ significantly among the groups represented by different assigned ranks on the conserver orientation clothing value, the social leadership clothing value, the top ranked clothing value, and state of employment. Personal clothing expenditure was also found to differ significantly among the groups represented by state of employment and the assigned rank of the economic clothing value.

The findings of this research supported the theoretical framework. For subjects who varied widely in state of employment and income, there was no significant difference in value hierarchies. Exposure to fashion, considered one type of experience confronting individuals in their environments, was found to differ significantly among groups with different value orientations.

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CHAPTER I

INTRODUCTION

In today's complex society, the consumer is faced with an ever increasing multiplicity of market choices. The decision making process is further complicated by the bombardment of advertising appeals from numerous sources promoting each seasonal and style change. Fashion in general, and specifically in clothing, has an over-powering effect on the lives of many people (Greig, 1975) and, as reported by Jarnow and Judelle (1974), is interpreted in numerous ways.

> Few words in any language have as many different implications as the word "fashion". To the layman, it implies a mysterious force that makes a particular style of dress or behavior acceptable in one year but quite the reverse in another. Economists view fashion as an element of artificial obsolescence that impels people to replace articles that still retain much of their original usefulness even though the new articles may not differ greatly from the old ones. To sociologists, fashion represents an expression of social interaction and of status seeking; psychiatrists find indications of sex impulses in patterns of dress. But whatever fashion may mean to others, it represents billions of dollars in sales to the group of enterprises concerned with the production and distribution of apparel

and accessories. (p. 2)

A matter of critical and increasing concern with which our society is now faced is that of waste and unlimited consumption of our limited resources. Our life style is under scrutiny and people with a deep concern for the future are becoming more and more conscious of the need for a conserver society (Science Council Committee, 1976). While there have been compaigns launched in recent years to conserve what is available in our environment and to recycle all that we can, much remains to be done. The necessity for a conserver society derives from our perception of the world as finite and of a limited supply of non-renewable resources.

Packard, Winters, and Axlerod (1976) related this concept to the world of fashion and illustrated aptly the role fashion plays in defying the conserver society.

> No matter how one approaches the subject of fashion in the United States, the conclusion drawn must be that it is a luxury. We do not buy a garment for replacement of what has been literally consumed or no longer serviceable. When a fashion is consumed, it obviously is no longer in fashion and the acceptance stage of the garment has passed. (p. 10)

Thus, fashion has become a factor of economic concern.

Through the mass media with all its components, we are presented with an ever-changing account of the dictates of fashion. From one season to the next, the changes may

consist of very minute details, yet these changes manage to promote premature obsolescence with clothes still retaining much practical utility. Increased culture contact, made possible through improved transportation and communication, speeds up the rate of change in fashion movements (Horn, 1975). The economic consequences of this may become overwhelming. Packard et al. (1976) suggested that if new fashions date earlier choices, it then becomes necessary to refurbish the major portions of our wardrobes. To the consumer, this situation may be particularly annoying if the current wardrobe is a recent purchase.

The foregoing discussion tends to give one the erroneous impression that fashion is all bad and unnecessary. Fashion does, without doubt, give rise to economic concern, but there is much else to be considered.

> Perhaps the most important good of fashion is the value it imparts to the individual who wears it. If fashion can provide a sense of psychological security, a renewed interest in and appreciation of the self, a "lift" from the doldrums of depression, and enrichment of personal experience, it has much that can be said in its favor. (Horn, 1975, p. 442)

In order for an individual or a particular social group to conform to a pattern of clothing behavior, information concerning the most up-to-date, normative expectation must be circulated. Horn, (1975) has discussed the

role of the mass media performing this function.

> Of increasing importance in today's society is the influence of mass media in shaping the standards by which the growing generation will seek to live. Movies, television, and all forms of mass communication are constantly presenting value models which either strengthen or dilute the teachings of the family and/or the school. (p. 81)

The enthusiasm with which an individual responds to the appeals of the fashion industry has been said to correspond closely with the value system of that person (Walker, 1968). It has been theorized that clothing is probably one of the most concrete and tangible expressions of an individual's unique value system; thus, from the clothing purchases made, and from the manner in which these clothes are used, one may assume much about a person's philosophy and way of life in general (Horn, 1975).

Statement of the Problem

Extensive advertising and promotional campaigns, together with editorial sanctions of the fashion industry, are influencing the value structures and subsequently the value based attitudes, behaviors, and judgements of numerous individuals. A certain amount of belongingness and security is found in adapting one's values to parallel those of one's society. Yet, this very conformity may be placing an unjustifiable strain on the individual's budget. Walker (1968) indicated that the clothing expenditures of the family are influenced by the value which that family or

homemaker places upon the need to conform. She went on to explain that clothing is regarded as an indication of personal style, taste, and social position, and that personal philosophies concerning clothing will greatly influence expenditure for clothing. Tate and Glisson (1961) reported that families "have been known to forego the necessities of life to satisfy creative and prestige urges in clothing and other consumer goods" (p. 25).

In conducting this research, the author attempted to determine if exposure to fashion via the mass media has any relation to the personal clothing expenditures of young women of different income levels and state of employment. This information could prove useful to both apparel producers and retailers, to segments of the advertising industry, and to the consumer in better understanding herself. The fashion industry and the mass media are recognized elements in our society, but it is hoped that the findings of this study will indicate how their efforts might be better directed. In other words, personal value structures must be given careful consideration and attempts made to supply individuals with information more relevant to their values rather than to the ideals of the fashion world.

> The conserver society would carefully consider the role played by the advertising, marketing, and packaging industries in shaping the demand for various primary and secondary commodities. Those demands that are high and rising because of the stimulants

> of advertising and market promotion should be questioned since they may impose too high a burden on society's resources. (Science Council Committee, 1976, p. 22)

Justification

The mass media which confront consumers today constantly flaunt the living standards of the upper middle class, thus tempting the appetites of all those in lower strata. While quality is still considered important, it rarely supercedes design and fashion values when individuals make their clothing selections (Horn, 1975). People now expect to discard garments before they are worn out and today's generation has a greater willingness to go into debt in order to have the clothes that go with the "good life" (Hall, 1975, p. 9). In her work with adolescent girls, Silverman (1945) discovered a particularly high degree of interest in fashion among teenagers with approximately 96 percent of those in the study expressing a willingness to sacrifice other values for the sake of clothes.

Horn (1975) has suggested, however, that value patterns of individuals are subject to change as they come under the influence of a new set of experiences and circumstances. Grossack (1964) pointed out that in the society of that time, people were primarily interested in impressing others and being accepted by them. To achieve this, their value system had to conform to the value system of their

peer group. Under such conditions, consumption and change are greatly facilitated thus encouraging the acceptance of "the new" and the discard of "the old."

> Fashion discard is one of the greatest economic wastes in our society. Affluence and rapid transmission of each season's new styles and colors have served to condition many consumers to throw away or push to the back of the closet or drawer any item of apparel which is not fashion perfect. Clothing is rarely worn to maximum use but is eliminated from the rest of the wardrobe as newer styles appear. The resulting situation calls for a redefinition of values for both males and females. (Kernaleguen, 1977, p. 9)

Davis (1971) commented that today's teenagers have more money to spend and more goods from which to choose than ever before. Advertising, via fashion magazines, television, radio, newspapers, and other media, provide constant stimuli for teenage consumers and influence their choices and decisions when buying clothing. For the purposes of the present study, Davis' (1971) observations will be generalized to include not only teenagers but also young women under the age of thirty.

This study is concerned with clothing values and their relationship to personal susceptibility to fashion advertising appeals. Should it be found that within the age group studied, personal values are significantly

influenced, directional expenditure patterns may be evident. Furthermore, although the fashion industry is vital to our national economy, in the context of a conserver oriented society it may be encouraging too much waste in the form of premature obsolescence of clothing. The fashion industry contributes significantly to our national economy, yet, at the same time, unchecked spending patterns and the continuous discard of wearing apparel may be imposing too great a threat to the longevity of our limited resources. Careful consideration of the influence of fashion advertising and the value structures of the young people of today could lead to useful recommendations concerning a society more oriented toward conservation.

Objectives

1. To develop and test an instrument designed to measure exposure to fashion, appropriately termed the Exposure to Fashion Inventory.
2. To revise the Clothing Values Scale and to establish reliability and validity coefficients for the revised scale.
3. To investigate the relationships among clothing values, interest in fashion, exposure to fashion, and personal clothing expenditure.
4. To investigate the relationships between income and clothing values, interest in fashion, exposure to fashion, and personal clothing expenditure.
5. To investigate the relationships between state of

employment and clothing values, interest in fashion, exposure to fashion, and personal clothing expenditure.

Hypotheses

For statistical purposes, the following hypotheses are stated in the null form.

Null Hypothesis 1

There is no significant difference in interest in fashion among the groups represented by each of the assigned ranks (1-8) for each of the following clothing values:

a. self expression
b. aesthetic
c. economic
d. conserver orientation
e. physical comfort
f. psychological comfort
g. social acceptance
h. social leadership

Null Hypothesis 2

There is no significant difference in interest in fashion among groups with different top ranked clothing values.

Null Hypothesis 3

There is no significant difference in exposure to fashion among the groups represented by each of the assigned ranks (1-8) for each of the following clothing values:

a. self expression

b. aesthetic

c. economic

d. conserver orientation

e. physical comfort

f. psychological comfort

g. social acceptance

h. social leadership

Null Hypothesis 4

There is no significant difference in exposure to fashion among groups with different top ranked clothing values.

Null Hypothesis 5

There is no signficiant difference in personal clothing expenditure among the groups represented by each of the assigned ranks (1-8) for each of the following clothing values:

a. self expression

b. aesthetic

c. economic

d. conserver orientation

e. physical comfort

f. psychological comfort

g. social acceptance

h. social leadership

Null Hypothesis 6

There is no significant difference in personal clothing expenditure among groups with different top ranked

clothing values.

Null Hypothesis 7

There is no significant correlation between interest in fashion and exposure to fashion.

Null Hypothesis 8

There is no significant correlation between interest in fashion and personal clothing expenditure.

Null Hypothesis 9

There is no significant correlation between exposure to fashion and personal clothing expenditure.

Null Hypothesis 10

There is no significant difference in income among the groups represented by each of the assigned ranks (1-8) for each of the following clothing values:

a. self expression
b. aesthetic
c. economic
d. conserver orientation
e. physical comfort
f. psychological comfort
g. social acceptance
h. social leadership

Null Hypothesis 11

There is no significant difference in income among groups with different top ranked clothing values.

Null Hypothesis 12

There is no significant correlation between income

and interest in fashion.

Null Hypothesis 13

There is no significant correlation between income and exposure to fashion.

Null Hypothesis 14

There is no significant correlation between income and personal clothing expenditure.

Null Hypothesis 15

There is no significant association between state of employment and the assigned rank of each of the following clothing values:

a. self expression
b. aesthetic
c. economic
d. conserver orientation
e. physical comfort
f. psychological comfort
g. social acceptance
h. social leadership

Null Hypothesis 16

There is no significant association between state of employment and the top ranked clothing value.

Null Hypothesis 17

There is no significant difference in interest in fashion among the groups represented by different states of employment.

Null Hypothesis 18

There is no significant difference in exposure to fashion among the groups represented by different states of employment.

Null Hypothesis 19

There is no significant difference in personal clothing expenditure among the groups represented by different states of employment.

Definition of Terms

Fashion. Fashion represents the popular, accepted, prevailing style at any given time. . . . fashion is further characterized by its cyclical nature, i.e. the gradual rise, culmination, and eventual decline in the popular acceptance of a style. (Horn, 1975, p. 147)

For the purposes of this research, the term fashion is used only in reference to clothing and its accessories.

Exposure to Fashion. The amount of contact an individual has with various forms of media promoting the current styles and trends in fashion. This is operationally defined as the score obtained on the Exposure to Fashion Inventory: a high score indicates a high degree of exposure.

Interest. "A feeling of intentness, concern, or curiosity about something" (Webster's New World Dictionary, 1970). For the purposes of this study, interest in clothing specifically was studied. This is operationally defined as the score obtained on the Word Association Test: a high score

indicates a high degree of interest.

Clothing Values. Clothing values are defined in terms of wishes, desires, motives, interests, or goals which an individual considers worthwhile and which therefore act as major determinants of attitudes and behaviors in relation to clothing choices and usage (Lapitsky, 1961). In this study, these are operationally defined as the seven basic values delineated by Kernaleguen's (1971) Inferred Values of Clothing Inventory and refined in Theberge and Witter's (1975) Clothing Values Scale, plus the additional clothing value developed and tested for the purposes of this study.

Self expression: Communicating individuality through clothing.

Aesthetic: Seeking beauty in clothing

Economic: Seeking maximization of personal resources through clothing.

Conserver orientation: Seeking maximization of society's resources through clothing.

Physical comfort: Seeking well-being of the body through clothing.

Psychological comfort: Seeking well-being of the mind through clothing.

Social acceptance: Seeking affiliation with others through clothing.

Social leadership: Seeking recognition from others through clothing.

Personal Clothing Expenditure. This variable is operationally

defined as the actual dollar value reported in the Personal and Financial Data Questionnaire and as used in the acquisition of personal clothing.

Personal Income. Operationally defined, personal income is the sum total of all money earned by or given to the individual on a yearly basis. This figure will include scholarships, bursaries, summer employment, support from parents, and other benefits. It is reported as an income category in the Personal and Financial Data Questionnaire.

State of Employment. This variable is operationally defined as one of the four alternatives designated in the Personal and Financial Data Questionnaire, namely;

a. full-time student (without employment)
b. student/part-time employment
c. full-time employment
d. part-time employment

Delimitations and Limitations

This study was delimited in the following ways:

1. Limited age range - All subjects were between the ages of seventeen and thirty.
2. Restricted marital status - all subjects were single at the time of testing.
3. All subjects used in the study were female.

The study is further limited by the fact that the sampling procedure used in the selection of the non-academic staff cannot be considered a true random sample; hence, the results cannot be generalized beyond this study.

CHAPTER II

REVIEW OF LITERATURE

Exposure to fashion, be it directly or indirectly, has a varying degree of influence on different individuals. Research in this area might benefit greatly by taking into account individual value structures. In an era when a concern for a conserver society is steadily mounting along side of an ever increasing desire for the new and fashionable, individual values are often in conflict. Fashion advertising and promotional campaigns are geared to appeal to certain values and it becomes their principal objective to create as many value hierarchies in their favor as possible (Packard et al., 1976). Rather than attempting to change or reinforce the values of young women and thus promote economic waste in clothing, the fashion industry might contribute more to the economic stability of the country by promoting or reinforcing conserver oriented values.

The resume of relevant research which follows is organized into four sections: Value Orientations (General Values and Clothing Values), Interest in Fashion, Fashion Promotion, and the Conserver Oriented Society.

Value Orientations

Extensive studies have been conducted in both the areas of general values and clothing values. The theories involved with the general value system form a basis for the ensuing explanation of clothing values.

General Values

The study of general values has led us to many and diversified definitions of the term and of its application to and implications for everyday living. Rokeach (1968, 1973) has extensively studied the nature and origin of human values and has referred to a value as "a single belief of a very specific kind" (1973, p. 18). Kohlmann (1962) explained that one of the most basic characteristics of values is that personal values are concepts. "They are an individual's idea of conditions and objects that give meaning to life for him and of reality as he thinks it ought to be" (p. 819). Values find their origins in the person's experiences in the world while at the same time, they determine the actions or reactions with which the individual will respond when faced with these same experiences (Kluckhohn, 1954).

> A major conceptual advantage of an approach wherein values are central is that we can with equal facility think of values as dependent or as independent variables. On the dependent side, they are a result of all the cultural, institutional, and personal forces that act upon a person throughout his lifetime. On the independent side, they have far-reaching effects on virtually all areas of human endeavor that scientists across all the social sciences may be interested in. (Rokeach, 1973, p. 23)

Values are abstract in the sense that individuals have widely varying degrees of awareness of them. Those which may be readily expressed or asserted have been identified as explicit (Kohlmann, 1962). The individual is conscious of them and can actually list these when questioned. There are also other more deep-rooted values, which must be inferred from the individual's mode of behavior. These implicit values, otherwise known as operative values, cannot be verbalized by the subject but it is evident through the use of inventories and observation of behavior that they are, in fact, functioning (Kohlmann, 1962). The strength of their actual role in human behavior may vary however, as studies by Combs and Snygg (1969) indicated that those values which are clear and precise in the individual's perceptual organization (and referred to above as explicit values) are more likely to influence behavior.

> Values manifest themselves concretely in the ways in which people talk and act and especially in their pattern of expenditure of time and effort in their choices in the marketplace. (Theberge and Witter, 1975, p. 3)

Behavior is likewise influenced by the value system hierarchy. Kohlmann (1962) stated that the mature person usually organizes his values into a hierarchial order such that one value is the most dominant with the remainder running in a continuum from most to least important.

> After a value is learned it becomes integrated somehow into an organized system of values wherein each

> value is ordered in priority with respect to other values. Such a relative conception of values enables us to define change as a reordering of priorities and, at the same time, to see the total value system as relatively stable over time. It is stable enough to reflect the fact of sameness and continuity of a unique personality socialized within a given culture and society, yet unstable enough to permit rearrangements of value priorities as a result of changes in culture, society, and personal experience. (Rokeach, 1973, p. 11)

One may consider an individual's value system as similar to an organized set of rules which are used in making choices and for solving conflicts (Rokeach, 1968). As Witter (1976) summarized, "those values which are high in importance to the individual should supercede other values in a forced choice decision process" (p. 9).

Although values systems influence human activity to a great extent, the number of values held by a given individual are relatively few. Allport and Vernon (1931) and Allport, Vernon, and Lindzey (1951, 1960, 1970) conducted extensive work in the area of values and concluded that their Study of Values could be used to measure six basic interests or motives in personality. These six basic "types of men" were first identified by Spranger (1928) as: aesthetic, economic, political, religious, social, and theoretical. Later critics commented that Spranger tended

to hold a somewhat flattering view of human nature as no allowance was made for those who follow an "expedient or hedonistic philosophy of life", or for "formless or valueless" personalities (Allport et al., 1970, p. 3).

Nevertheless, these six basic values have previously served as indicators of different personality types and individual hierarchical schemes. "A system of values is an integrated structure of needs, attitudes, and interests within the personality which motivates or restricts behavior" (Kohlmann, 1962, p. 822). Clothing value systems can reflect the operational application of these concepts.

Clothing Values

Research into the factors or values which influence clothing purchasing patterns may be of vital importance to those who promote and produce clothing.

> Clothing is probably one of the most tangible expresions of an individual's unique value system. Values, taken together with one's set of beliefs, may be thought of as the individual's philosophy about life in general, and about clothing in particular. Clothing represents but a part of one's total philosophy and way of life and cannot be divorced from the whole of existence. (Horn, 1975, p. 448)

In an exploratory study of clothing values and their relation to general values as well as to social security and insecurity, Lapitsky (1961) developed a clothing value measure to parallel four of the Allport et al. (1960)

general values. Aesthetic, economic, political, and social values were considered important as motives underlying clothing choices. Since Lapitsky felt the area of social values should include two dimensions, she identified Social Value I as the regard for mankind:

> The individual to whom this value would be of greatest concern would not wear clothes which were more expensive or fashionable than those worn by his friends. Further, clothing would be shared with others even though it might be returned soiled or somewhat damaged. (Lapitsky, 1961, p. 4)

Social Value II was related to the desire for obtaining approval through conformity. With her sample group of 160 single, female students and teachers between the ages of 18 and 45 years, Lapitsky (1961) found the aesthetic value (the appreciation of beauty in clothing) to be the highest ranking value.

In 1963, Creekmore contributed substantially to the research on clothing values by expanding on the Allport, Vernon, Lindzey Study of Values (1960) with investigations relevant to clothing values. Feeling that the six value types measured in the earlier study did not adequately cover the possible range of clothing interests, Creekmore added two more specific values. The "sensuous" value was added to cover the stimulation of the senses at the physiological level, while the "exploratory" value was characterized by the "experimenting, exploring activities so prevalent among people" (Walker, 1968, p. 28; Creekmore, 1963).

The results of Creekmore's (1963) study showed clothing values to be parallel in her sample group of 300 female university students. Two of the more significant findings of her work indicated that clothing was used as a means of gaining status and that social position affected the score on aesthetic concern and status symbol use of clothing (Creekmore, 1963).

In summary, the study of general values has been extensive, with researchers in many different fields delving into the structures which guide man's decisions. The study of clothing values has been somewhat hindered by the lack of a uniform instrument and agreement regarding the basic clothing values, but research to date illustrates much potential for future applications.

Interest in Fashion

In the literature reviewed, the term "interest in fashion" received many diverse definitions and researchers have tended to adopt the one which best suited the problem at hand. Gurel (1974) established the need for a universal definition of the term and formulated a comprehensive review of the use of the terms fashion and clothing interest in clothing related literature.

> It can be said that clothing interest refers to the attitudes and beliefs about clothing, the knowledge of and attention paid to clothing, the concern and curiosity a person has about his own clothing and that of others. This interest may be manifested

> by an individual's practices in regard to clothing himself - the amount of time, energy, and money he is willing to spend on clothing; the degree to which he uses clothing in an experimental manner; and his awareness of fashion and what is new. (Gurel, 1974, p. 12)

Interest in fashion has often been used synonomously with awareness of fashion (Golightly, 1974; Gurel, 1974; Wildes, 1968). Others feel that awareness is basic to all and interest defines something at a more intense level. "Interest is a feeling of concern about something and implies a more active involvement with the object than simple awareness of its existence" (Creekmore, 1961, p. 21).

Thus clothing interest and subsequently interest in fashion, have been measured at least in part, in terms of frequency of participation and duration of attention in fashion related activities. Fashion affects all people to a greater or lesser extent but individuals differ in their willingness to devote time, energy, and money to it (Horn, 1975). One cannot help but be aware of the existence of fashion, or as König (1973) so aptly phrased it; "fashion is a periodic change of style of a more or less compulsory character" (p. 54).

For the purposes of this study, the author takes the position of those who equate interest with awareness. To show an interest in fashion, it is not necessary for the individual to go beyond the basic awareness of its existence.

Interest develops with increased awareness and degree of interest may be established by noting the frequency of references to fashion (Gurel, 1974; Rosencranz, 1972). Exposure becomes differentiated from interest by the decision to devote some time and effort to the enjoyment of fashion. Degree of interest and subsequently the development of exposure is an individual matter, as is judgement of personal importance of fashion (Horn, 1975).

Ryan (1966) reviewed various studies concerning interest in fashion. She cited Rosencranz (1949) who found that younger women were more interested in clothes than older women; also, that those having the smallest incomes had the least interest in clothes. In a similar study, Katz and Lazarfeld (1955) confirmed these findings and were able to elaborate on the age differentiation to some extent. Ryan (1966) reviewed this work and summarized:

> Interest in fashion is at its peak among young, single women (eighty percent were scored as having high interest); it decreases by one-third among married women under forty-five; and falls sharply among married women over forty-five (only thirty-four percent were scored as having high interest in fashion). The scores on this test were also highly correlated with social status; the proportion having a high interest score increased with each step up in status. (p. 114)

In summary, it can be said that fashion interest is

a variable in the study of individual differences. The degree of interest one develops is not compulsory and, "each individual is free to weigh the values of fashion against its evils, in accordance with his own beliefs" (Horn, 1975, p. 442).

Fashion Promotion

The success of the fashion industry centers around the promotional and advertising agencies' abilities to make the product appealing to the consumer.

> When a new style is presented to the consumer, a concerted effort is made by commercially interested backers (designers, manufacturers, retailers) to influence and change public opinion. Each wants the new style to be accepted and become a fashion. . . .In this sense, fashion promotion is more than a communication to identify style characteristics, it is a mass propaganda campaign to persuade. (Anspach, 1967, p. 189)

It has been stated that the marketing objective is based on the knowledge of the customer's "inclination to respond to the factor of obsolescence" (Packard et al., 1976, p. 4). Through promotion, the task is undertaken to make the newer products age those products already in the hands of the consumer. Thus we will reject what he now owns regardless of whether or not it still retains practical utility or value, and will choose something newer which is more in fashion (Packard et al., 1976).

> Clothing manufacturers often try to increase demand by effecting small changes in basic designs in order to appeal to popular taste, or they may produce clothing which can remain popular for one season only, thereby causing people to discard garments the following season. This is a sort of mass market philosophy by which fashion is adopted and which encourages extravagance and discourages saving. (Golightly, 1974, p. 11)

Horn (1975) in commenting about the role of the mass media in the fashion dissemination process, stated that within the modern society in which we live, the vast majority of people still seek a leader to set the example. By copying the style of this symbolic leader, the masses achieve an identification and feel able to share in the leader's prestige. There has been, however, a shift in the focus of attention in that in today's world of speedy communication and transportation, prestige has faded from the wealthy elite and new, mass media models serve as replacements (Horn, 1975).

In discussing marketing communications, Crane (1965) stipulated three primary requirements necessary for communication to take place: a source, a message, and a receiver. For a successful transmission of the message, both the source and the receiver must expect to receive some benefit. The consumer expects to be kept informed of what is and what is not in fashion via advertising appeals

or messages and hence advertising can inform, persuade, and reassure him of purchase possibilities on the market. Likewise, the manufacturer or retailer expects a message from the consumer chiefly through what does or does not sell. Resources may be wasted if the product being promoted or the promotional campaign itself does not correspond with what the consumer considers valuable (Witter, 1976).

Advertising may also be conducted through more indirect means. The consumer may actually not be aware of what he is seeing but his subconscious will nonetheless be affected.

> The movies and television also play a part in the acceleration of fashion change since seeing is the first prerequisite for wanting to buy, the latest fashions worn by the popular idols of the day condition mass tastes and the resulting consumer demand. (Horn, 1975, p. 110)

In summary, what is presented to the consumer via the mass media (in all its forms) has a significant effect on buying patterns. Hence, economic waste may be generated when a new style or fashion is advertised before the previous one has had a chance to be fully utilized. Although the objective of fashion promotion is to generate an increased interest in fashion and subsequently realize a profit, such an objective seems contradictory to the ideals of a conserver oriented society. By reinforcing the values of such a society through promotional campaigns, the use of clothing could become more economically sound, while at

the same time, permitting the fashion industry to continue with its contribution to the economy.

The Conserver Oriented Society

In the past decade, much concern has been generated over the enormous consumption of the earth's non-renewable resources. Researchers publishing work on this topic have taken up the quest for a conserver society in which the overall aim is "to do more with less" (Science Council Committee, 1976, p. 18)

Industrialized nations have forged onward, steadily increasing productivity and modernizing technology. "Rich nations measure their progress on the yardstick of productivity. To make less this year than last year is a sign of failure" (Parr, 1974, p. 4). The ideals of the conserver society however, force us to look elsewhere for signs of economic advancement. Following traditional economic theory, producers have held that demand is directly dependent upon the preference held by consumers. "Demand therefore, was not to be questioned because to do so would imply imposing a judgement on the values held by individual consumers" (Science Council Committee, 1976, p. 22). Supporters of the conserver society have advocated that demand may not be the actual reflection of consumer preferences, but rather, may be the by-product of emerging technology.

> Rather than concentrating on simply expanding supply to meet demand in every case, the approach of the conserver society is to encourage an

> examination of why the demand is as large as it is and why it appears to grow at such a rapid rate. (Science Council Committee, 1976, p. 22)

Fashion and its promotion have been labelled as significant contributors to the economic waste in our society. "Fashion not only allows waste but makes waste an approved way of meeting social needs" (Anspach, 1967, pp. 21-22). Anspach (1967) also indicated that the mass media designed to spread the information on fashion emphasizes "present mindedness: immediate needs and gains" (p. 190).

> . . .we are victims of the media, whose real price is hidden within the costs of the manufactured goods and services that they advertise, and that we are seduced into purchasing in excess of our needs. (Parr, 1974, p. 4)

The conserver society strives for an increased concentration on conservation during the process of design, production, and use of an article. The continual flow of fashion and premature obsolescence of fashion goods does not meet with the ideals of such a society.

> We have become used to a high throughput consumer society that depends on obsolescence, a high rate of consumer spending, and an almost total disregard for waste - both individually and socially. The realization of limits to low cost resources, of limits to environmental carrying capacity and of limits to purchasing and consumption capabilities

> by citizens means that thrift, saving, avoidance of waste, efficiency and an appreciation of quality will, once again, become important aspects of our lives. (Science Council Committee, 1976, p. 19)

Summary

In the foregoing review of literature, research dealing with the major variables in this study has been discussed. Clothing value orientations may be considered as constituting a structural framework for individuals upon which environmental forces may act. This study is concerned with only one such force; the messages of the fashion promotion industry. The objective of this industry is to appeal to the interests and values of all potential customers. A question raised through the examination of this literature is the advisability of some fashion promotions and the values with which they are associated in light of the developing conserver orientation in society.

CHAPTER III

METHODS AND PROCEDURES

Included in this section are the theoretical framework, selection of the sample, description of the instruments, and methods used for the analysis of data.

Theoretical Framework

Kohlmann's (1962) work provides the theoretical framework on which this study is based. Kohlmann's theory of value orientation is based on the assumption that values stem from experiences. "From one's experiences, emerge concepts about the role of particular objects, forces, and persons in satisfying basic needs" (p. 819). What is seen in a situation, and the interpretation and overall significance of that situation are determined by what matters most - that is, by one's values.

Kohlmann's (1962) theory also implies that there is a hierarchical ranking or organization among an individual's values. Although all, by their very nature, are important to the individual, some may assume greater importance than others. Thus, one value becomes paramount with the others falling into an ordered sequence according to the individual's convictions. Throughout the life cycle, especially during the adult years, this value hierarchy is expected to remain relatively stable. It may undergo reconstruction, however, as an individual's knowledge expands, new experiences are met, and choices are made between conflicting possibilities in the environment (Kohlmann, 1962).

Mass media, having both a direct and indirect influence, are just one type of new experience confronting the individual in his environment. The messages sent forth are intended to affect the personal value structures of the receivers. Their degree of success is dependent upon the stability of the preformed value hierarchies (Packard et al., 1976).

Selection of the Sample

The sample consisted of 197 young women between the ages of 17 and 30 years, drawn from the population of female students and non-academic staff at the University of Alberta. Table I gives the age, with frequency, percentage distribution, mean, and standard deviation statistics of the sample group. The mean age of the sample used in the study was 21.67 years, with a standard deviation of 3.01.

The first 100 subjects chosen were drawn from the student population of the University. Some of these subjects were also employed part time but were primarily full-time students. Using a random numbers table, students' names and telephone numbers were drawn from the University of Alberta Students' Union directory. The directory was arranged alphabetically and had no segregation with regard to faculty of study or sex. Names drawn which indicated a male subject were eliminated from the study at this point. All other subjects received phone calls in which the investigator outlined the study in brief and detailed the necessary qualifications. Persons with these necessary

Table I

Frequency, Percentage Distribution, Mean, and Standard Deviation of Sample Group with regard to Age

Age	Frequency	Percentage
17	3	1.5
18	32	16.2
19	18	9.1
20	27	13.7
21	28	14.2
22	22	11.2
23	14	7.1
24	15	7.6
25	16	8.1
26	7	3.6
27	4	2.0
28	6	3.0
29	3	1.5
30	2	1.0
Total	197	100.0%

Mean: 21.67

Standard Deviation: 3.01

qualifications and who indicated interest in the study and a willingness to participate were given a choice of four testing sessions which they could attend. Subjects who did not appear at the specified time were recontacted up to four times and another appointment was established. A 36 percent response rate was obtained from the eligible subjects in this section of the sample group.

The second half of the sample group was chosen from the files of the University of Alberta Non-Academic Staff Personnel Office. Due to the manner in which the personnel files were organized, it was impossible for the investigator to draw a random sample using a random numbers table. In order to cover all of the departments employing non-academic staff, every tenth name appearing on the files was chosen until the entire list had been surveyed. The information given on the personnel files was quite extensive and thus it was possible for the investigator to eliminate, at this point, those subjects not meeting the established criteria. Introductory phone calls were made to the subjects who met the qualifications and their willingness to participate was established. The participants were given a choice of testing sessions and were also offered the option of having the investigator come to them. The latter became the more favorable option due to work commitments of the non-academic staff and inclement weather conditions at the time of testing. An 82 percent response rate was obtained from the eligible non-academic staff employees in the sample.

Testing took place between November 21 and December

14, 1977. 200 young women completed the questionnaires but three who were married were subsequently eliminated.

Description of the Instruments

Personal and Financial Data Questionnaire

The Personal and Financial Data Questionnaire (see Appendix A), developed by the author for the purposes of this research, was constructed to obtain the necessary demographic and economic data. Subjects were asked to contribute information on age, marital status, state of employment, and annual income. To obtain a measure of clothing expenditure, the subjects were asked to estimate the amount of money spent on personal clothing purchases during the preceding four months. As all testing was done within a brief period, it was felt that all subjects would be referring to the same time period for this calculation. The actual dollar figures volunteered by the subjects were used in the statistical analysis dealing with the personal clothing expenditure variable.

The questionnaire was pre-tested on a group of 60 female students in an introductory clothing course in the Faculty of Home Economics at the University of Alberta. The students ranged in age from 17 to 41 years with a mean age of 20.86 years. The questionnaire was pre-tested in an effort to eliminate ambiguities and to ensure that the questions were readily understood by all participants. Responses were favorable and only minor changes were made in the final form.

Subjects were identified by a code number on all of the questionnaires to ensure confidentiality of personal information.

Clothing Values Scale

The measure used to assess the clothing values of the subjects in this study originated following research done by Kernaleguen (1971). In the original Inferred Values of Clothing Inventory, 6 basic values which an individual might express in clothing were identified: Aesthetic, Economic, Physical Comfort, Psychological Comfort, Social Acceptance and Social Recognition. Following the preliminary use of the instrument, a seventh clothing value (Self Expression) was added. Further revisions of the Inferred Values of Clothing Inventory attempted to evaluate the relative strength of each clothing value in comparison with each of the other clothing values. A subsequent revision of the inventory was established by Theberge and Witter (1975) in the form of a forced choice values test which made use of the 7 clothing values incorporated into descriptive stories.

For the purposes of the present research, an eighth story reflecting a corresponding eighth value was added. The focus of each story is upon a person with a different value orientation, as follows:

1. Economic
2. Aesthetic
3. Psychological Comfort
4. Physical Comfort

5. Self Expression
6. Social Acceptance
7. Social Leadership
8. Conserver Orientation

The instructions for the test request each subject to select the story which best describes her feelings, and arrange the remaining stories in a descending hierarchy of importance. For ease in handling, the stories are printed on individual cards which permit the subjects to shuffle through them and arrange them in the suitable order. On the response sheet accompanying the story cards, the subject was requested to list the stories ranked in order from most to least like her.

In the development of the revised scale by Theberge and Witter (1975), test/retest reliability coefficients were established as well as validity coefficients. In the test/retest procedure, the scale was given to a sample of 53 female students in Home Economics at the University of Alberta. One week later, the scale was given to the same group of students a second time. Using the Spearman Rank Correlation analysis, a reliability coefficient of 0.73 was computed on the sample used by Theberge and Witter (1975).

To establish validity for the Clothing Values Scale, Theberge and Witter (1975) presented their subjects with a listing of the clothing values with their respective definitions and were asked to rank these in descending order of importance to themselves. This questionnaire was given to the

original group two days after the second administration of the Clothing Values Scale. Validity coefficients were then determined for both the first testing situation and the second. Values of 0.56 and 0.57 were established for the validity of the first and second situations respectively.

Following the addition made to the Clothing Values Scale for the purposes of this research, a similar procedure was carried out for the establishment of validity and reliability coefficients. The test was administered to 61 female students enrolled in an introductory clothing course in the Faculty of Home Economics at the University of Alberta. Twelve days later, the test was given to the same group a second time with 53 students completing the test twice. A test/retest reliability coefficient was computed and was established as 0.67. Two days after the second administration of the test, a questionnaire containing the 8 clothing values with their respective definitions (see Appendix B) was presented to the same group of students. They were instructed to rank the values in the space provided in a descending order of importance to themselves. Using the ranking order in conjunction with the ranked order of the stories in the Clothing Values Scale, validity coefficients were established through the use of the Pearson product moment correlation procedure as 0.47 for the first administration of the test and 0.54 for the second.

Exposure to Fashion Inventory

For the purposes of this research, no adequate measure

of exposure to fashion was available; hence, the researcher developed such an instrument. The questionnaire method was deemed to be the most appropriate as this type of self-report inventory yields information which may not be readily obtainable through other techniques. All subjects were asked to be as truthful and as accurate as possible and no further attempt was made to establish validity.

A preliminary model of the test was composed and pre-tested on a sample group of 60 female students in an introductory clothing course in the Faculty of Home Economics at the University of Alberta. Subjects were asked to complete the questionnaire and comment on ambiguities and unfamiliar material accurring in the inventory. Total scores were tabulated by summing the scores assigned to each response in the inventory (see Appendix C). Following the first administration, two small changes were made in item 8 of the inventory. Twelve days later, the Exposure to Fashion Inventory was presented a second time to the original group. Six students were absent from the second testing session, resulting in a total of 53 students completing the inventory twice. Using Pearson Product Moment Correlation procedures, a test/retest reliability coefficient of 0.86 was established.

Word Association Test

The Word Association Test, as developed by Rosencranz (1972) is a means of indirectly assessing an individual's interest in fashion and fashion related activities. It was chosen for use in this research due to the definition

of the term "interest" the author wished to employ. The test is composed of a list of 44 words "each with a double or triple meaning - one of which could be a clothing referent. . ." (Rosencranz, 1972, p. 62). "The test is based on the assumption that people with a high clothing awareness will interpret the word in terms of its clothing implication" (Horn, 1975, p. 194). Rosencranz's use of the word "awareness" in her literature may be considered synonomous with the present use of the word "interest."

In the testing of the original instrument, Rosencranz (1972) drew higher clothing responses from female students than from male students. The average score of 155 for women compared with an average score of 126 for men It was also evident through the administration of the test to several hundred students, that those majoring in the arts, humanities, and social sciences had a greater degree of clothing awareness than those majoring in engineering and the physical sciences (Rosencranz, 1972). The latter finding could be partially explained by the absence of a control for sex in the testing procedure.

For use in the present study, the original Word Association Test was felt to be somewhat dated. Consequently, some of the older referent words were eliminated and replaced with words popular in current fashion literature. The revised list was judged to be fair and up-to-date by a panel of Clothing and Textiles graduate students and faculty at the University of Alberta. It was also established that

in the responses obtained with the test, any reference to articles of clothing, fabric, colors, appearance, and accessories would be acceptable. Rosencranz scored the Word Association Test by assigning ten points for a first choice and five points for a second choice within the realm of fashion related responses. To make calculations simpler this scoring procedure was altered for use in the present study. A score of two was assigned for a first choice and one point was allowed for a second choice. Scores obtained in this study could then be compared with previous uses by employing a conversion factor of five.

Since a preliminary test with the instrument was deemed necessary, the Word Association Test was administered to a group of 61 female students in an introductory clothing course in the Faculty of Home Economics at the University of Alberta. After a period of 12 days, it was re-administered to the same group. Due to absences, the second testing session resulted in only 55 of the original group responding to the words a second time. A mean score of 184.7 was obtained in the first administration of the Word Association Test and a mean of 213.1 in the second. Test/retest reliability was established at 0.55 through calculations with the Pearson Product Moment Correlation procedure.

Presentation of the Instruments

The tests used in the study were presented together in the following order: (1) The Word Association Test; (2) The Clothing Values Scale; (3) The Exposure to

Fashion Inventory; and (4) The Personal and Financial Data Questionnaire. The subjects were requested to complete them in the order given. By presenting the Word Association Test first in all cases, it was hoped to eliminate bias through the use of clothing and fashion related subjects in the remainder of the questionnaires. The total time required to complete all instruments was 15 to 45 minutes with the majority of the subjects spending approximately 1/2 hour.

Analysis of Data

Background information reported in the Personal and Financial Data Questionnaire was tabulated and both frequency and percentage distributions are reported. Hypotheses involving nominal type data as independent variables and interval data as dependent variables were statistically analyzed using analysis of variance. Hypotheses 1, 2, 3, 4, 5, 6, 10, 11, 17, 18, and 19 were tested in this manner. Hypotheses 15 and 16 involving only nominal type data were analyzed using the Chi-square test of statistical significance. Hypotheses 7, 8, 9, 12, 13, and 14 were analyzed for significant correlations using the Pearson Product Moment Correlation procedure. Table II gives a tabular illustration of the analysis of data. The 0.05 level of significance was employed throughout the study.

Table II

Methods Used in Analysis of Data

Variable	Interest in Fashion	Exposure to Fashion	Personal Clothing Expenditure	Annual Income	State of Employment
Clothing Values:					
Individual Values	H_o1 Anova	H_o3 Anova	H_o5 Anova	H_o10 Anova	H_o15 Chi-square
Top Ranked Value	H_o2 Anova	H_o4 Anova	H_o6 Anova	H_o11 Anova	H_o16 Chi-square
Interest in Fashion	_____	H_o7 Pearson r	H_o8 Pearson r	H_o12 Pearson r	H_o17 Anova
Exposure to Fashion	_____	_____	H_o9 Pearson r	H_o13 Pearson r	H_o18 Anova
Personal Clothing Expenditure	_____	_____	_____	H_o14 Pearson r	H_o19 Anova

CHAPTER IV

FINDINGS

Statistical analysis of the data as well as acceptance/rejection of the hypotheses will be presented in this chapter.

Description of the Sample

The sample for this study was composed of 197 young women selected at random from the female student and non-academic staff population at the University of Alberta. All participants were single and between the ages of 17 and 30 with a mean age of 21.7 (Table I). Thirty-four percent of the sample group was composed of full-time students without other employment, 16.8 percent was composed of students with part-time employment, and the remaining 49.2 percent of the group was made up of full-time non-academic staff (Table III). Although allowance was made for the existence of a fourth state of employment (part-time employment), no respondents in the sample fell into this category.

Table IV gives the frequency and percentage distributions for the background characteristics of the subjects. Percentages of clothing made, purchased in second hand stores, and received as gifts by the individual were tabulated to aid the researcher in assessing different spending patterns.

Descriptive Analysis of the Variables

Table V presents the possible and actual ranges, means, and standard deviations for the interval level variables

Table III

Frequency and Percentage Distribution of Sample According to State of Employment

State of Employment	Frequency	Percentage
Full-time student (without employment)	67	34.0
Student with part-time employment	33	16.8
Full-time employment	97	49.2
Total	197	100.0%

Table IV

Background Characteristics of Subjects

n=197

Characteristic	Frequency	Percentage
Existence of Dependents		
Yes	7	3.6
No	127	64.5
No reply	63	32.0
Existence of Clothing Budget		
Yes	32	16.2
No	161	81.7
No reply	4	2.0
Income Allotted for Fixed Living Expenses		
None	8	4.1
1% - 20%	24	12.2
21% - 40%	43	2.0
41% - 60%	58	29.4
61% - 80%	50	25.4
81% - 100%	12	6.1
No reply	2	1.0
Clothing Made		
None	96	48.7
1% - 10%	37	18.8
11% - 25%	26	13.2
26% - 50%	20	10.2
51% - 75%	13	6.6
76% - 100%	5	2.5

continued . . .

Table IV continued

Characteristic	Frequency	Percentage
Clothing Purchased in Second Hand Shops		
None	139	70.6
1% - 10%	50	25.4
11% - 25%	4	2.0
26% - 50%	2	1.0
51% - 75%	1	0.5
No reply	1	0.5
Clothing Received as Gifts		
None	23	11.7
1% - 10%	115	58.4
11% - 25%	42	21.3
26% - 50%	9	4.6
51% - 75%	5	2.5
76% - 100%	2	1.0
No reply	1	0.5

Table V

Possible and Actual Ranges, Means, and Standard Deviations for Interest in Fashion, Exposure to Fashion, Personal Clothing Expenditure, and Annual Income Variables

Variable	n	Possible Range	Actual Range	Mean	Standard Deviation
Interest in Fashion	195	0 -135	5 - 70	31.16	11.53
Exposure to Fashion	197	0 - 43	9 - 32	19.98	4.99
Personal Clothing Expenditure	193	0 -	$2 - $1685	$274.12	_____
Annual Income	191	1(under $1000) to 20(over $20000)	1(under $1000) to 15 ($14,999)	6.69	3.60

measured in the study. As can be seen from Table V, the mean score on the Word Association Test was 31.16. It is evident that the maximum score obtained from the sample group fell far below the possible maximum score. Table XI presents a comparison of the mean for the Word Association Test obtained in this study with those obtained in previous research. For comparison purposes, the scores obtained from the sample group for this study were multiplied by five. It is evident that the adjusted mean score of 155.82 obtained in this study compares favorably with the mean of 155 obtained in Rosencranz's (1972) original use of the instrument. The higher mean scores of 184.7 and 213.1 obtained in the first and second pretests of the instrument can be explained in part by the use of a biased sample. The instrument was pretested on Home Economics students in a clothing construction class and thus it may be assumed that the students already possessed a higher awareness of or interest in clothing. The samples used by Rosencranz (1972) and in the present study were randomly selected and were thus assumed unbiased.

Table V also presents the possible range, actual range, mean, and standard deviation for exposure to fashion. Since the Exposure to Fashion Inventory was designed specifically for this study, it was impossible to compare the scores obtained with those of any other researcher. The inventory was pretested twice before its actual use in the study and Table VII presents the mean scores of pretest 1, pretest 2, and the present study. It is evident that

Table VI

Comparison of Means for the Word Association Test

Group	n	Mean
Rosencranz (1972)	not available	155
Lusby Pretest 1 (1977)[a]	61	184.7
Lusby Pretest 2 (1977)[a]	55	213.1
Lusby (1978)	195	155.8

[a] Pretests 1 and 2 were conducted on the same group of subjects.

Table VII

Comparison of Means for the Exposure to Fashion Inventory

Group	n	Mean
Lusby Pretest 1 (1977)[a]	60	24.20
Lusby Pretest 2 (1977)[a]	54	23.76
Lusby (1978)	197	19.98

[a] Pretests 1 and 2 were conducted on the same group of subjects.

the mean score of 19.98 obtained in this study falls considerably below the mean scores of 24.20 and 23.76 obtained in the first and second pretests respectively. Again, this may be due in part to the use of a biased sample in the pretests. Home Economics students in a clothing and textiles class may be assumed to be more exposed to fashion. The sample used in this research was randomly selected from all fields of study and different modes of employment and thus can be assumed to be unbiased.

The personal clothing expenditure variable was assessed by using the actual dollar figures volunteered by the subjects. The minimum figure reported was $2.00 and the maximum was $1685.00 resulting in a range of $1683.00 (Table V). The overall mean for the sample group was $274.12. Table V also reports the possible and actual ranges, mean, and standard deviation statistics for the annual income variable. Table VIII provides a further breakdown with the frequency and percentage distribution of the annual incomes reported by the subjects.

The Clothing Values Scale was used in the study to determine both the rank order of each clothing value and the top ranked clothing value. Figure I presents the median rank of the eight clothing values. Due to the addition of the new clothing value, the scale as used in this study is not comparable with its use in previous research. Table IX presents the frequency and percentage distribution for the top ranked value. It is evident that the social

Table VIII

Frequency, Percentage Distribution, and Median of Annual Income Reported by 197 Women

Income	Frequency	Percentage
1. under $1000	5	2.5
2. $1000 - $1999	19	9.6
3. $2000 - $2999	26	13.2
4. $3000 - $3999	26	13.2
5. $4000 - $4999	12	6.1
6. $5000 - $5999	7	3.6
7. $6000 - $6999	6	3.0
8. $7000 - $7999	14	7.1
9. $8000 - $8999	26	13.2
10. $9000 - $9999	22	11.2
11. $10,000 - $10,999	12	6.1
12. $11,000 - $11,999	7	3.6
13. $12,000 - $12,999	3	1.5
14. $13,000 - $13,999	3	1.5
15. $14,000 - $14,999	3	1.5
No reply	6	3.0

Median is in income group 7 ($6000 - $6999).

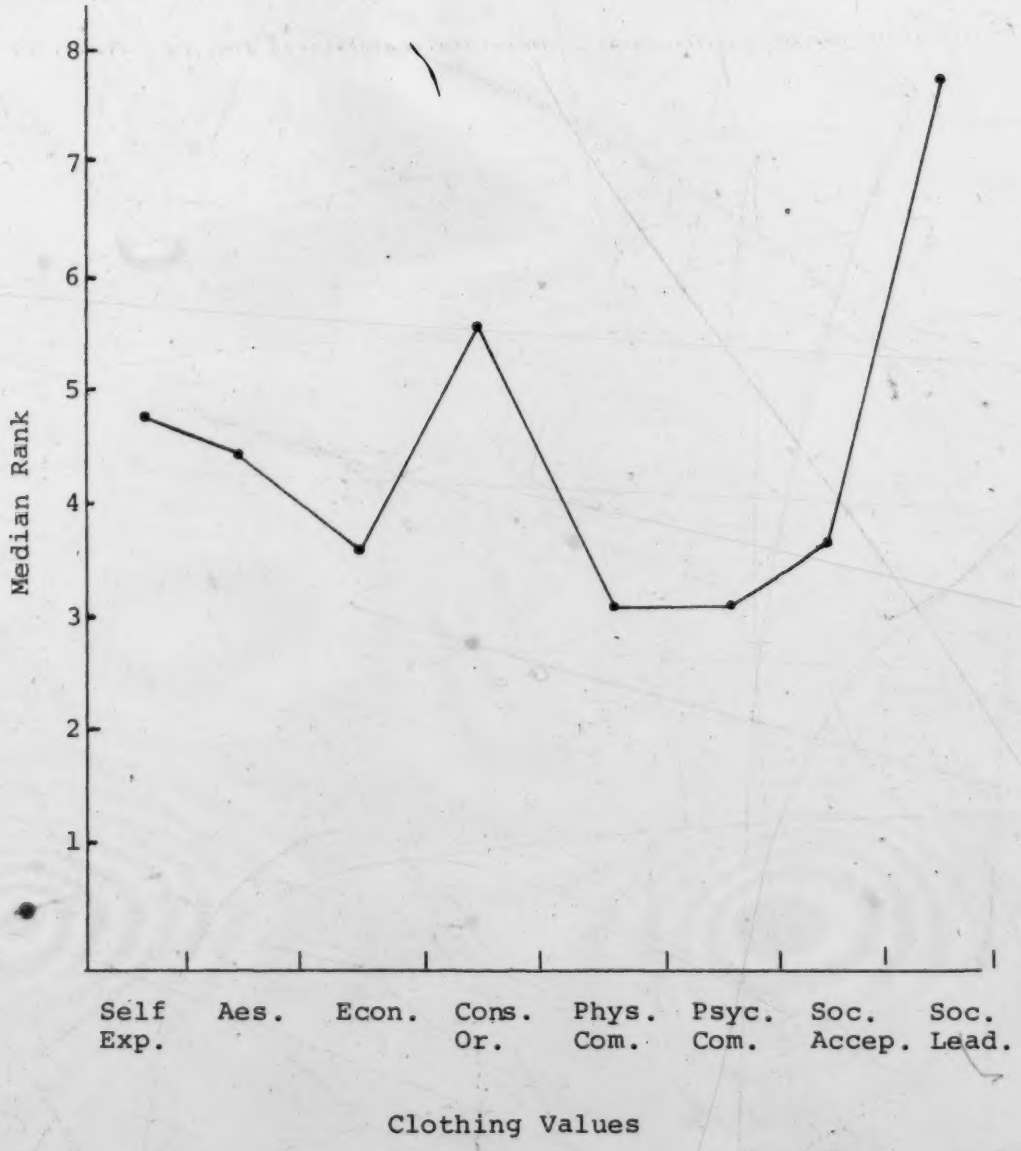

Figure 1. Median Rank Position of Clothing Values (n=194)

Table IX

Frequency and Percentage Distribution for the Top Ranked Clothing Value
n=197

Top Ranked Clothing Value	Frequency	Percentage
Psychological Comfort	48	24.4
Physical Comfort	39	19.8
Economic	35	17.8
Social Acceptance	30	15.2
Self Expression	22	11.2
Aesthetic	13	6.6
Conserver Orientation	9	4.6
Social Leadership	1	0.5

leadership value is by far the least important value for this sample group. This finding supported the findings of previous researchers (Witter, 1976; Theberge and Witter, 1975) who found the ranking of the social leadership value consistently low. The present form of the Clothing Values Scale was developed in an effort to lower the percentage of responses made because they were felt to be "proper" or "correct." The findings of this study suggest that the social leadership clothing value still carries negative connotations with respect to social desirability. It is also possible that these findings reflect the relative scarcity of fashion leaders in our society.

The clothing values receiving the top ranked position most frequently were psychological comfort and physical comfort. This finding seems to reflect the current trend for freedom of movement and flexibility in clothing. Much stress is put upon the drive for individuality in dress and a feeling of personal comfort. It is interesting to note, however, that 15.2 percent of the sample group valued social acceptance of their way of dress. It appears then, that while a large segment of the population values freedom through their style of dress, a sizable group still admits to the social desire to conform and be accepted.

Pearson Correlations

The degree of correlation among the interval level variables interest in fashion, exposure to fashion, personal clothing expenditure, and annual income was analyzed

by computing Pearson Product Moment Correlation coefficients. Table X presents an intercorrelation matrix with the coefficients and significance levels computed in this segment of the analysis.

There was no significant correlation between interest in fashion and either annual income or personal clothing expenditure. The relationship between interest in fashion and exposure to fashion (r=0.1448) was found to be significant beyond the 0.05 level. Exposure to fashion was not significantly correlated with annual income but it is of interest to note that what correlation did exist was indicative of an inverse relationship. A correlation significant beyond the 0.05 level was found between exposure to fashion and personal clothing expenditure (r=0.1600). The relationship between personal clothing expenditure and annual income (r=0.2609) was significant at the 0.001 level.

Chi-square Analysis

Chi-square was computed to test for association between state of employment and the ranking of each of the 8 clothing values. The chi-square analysis was also employed to test for association between state of employment and the top ranked clothing value. Table XI gives the raw chi-square coefficient and level of significance for each of the 9 chi-square analyses. There were no significant findings in this segment of the data analysis.

Fifty percent of this sample group was composed of students and were thus considered to be from a different

Table X

Correlation Matrix for the Interest, Exposure, Expenditure, and Income Variables

Variable	Annual Income	Personal Clothing Expenditure	Exposure to Fashion
Interest in Fashion	r=0.0212 p=0.772	r=0.0146 p=0.841	r=0.1448 p=0.043*
Exposure to Fashion	r=-0.0818 p=0.261	r=0.1600 p=0.026*	———
Personal Clothing Expenditure	r=0.2609 p=0.001***	———	———

* $p \leq 0.05$

*** $p \leq 0.001$

Table XI

Chi-square Analysis of Assigned Rank of Eight Clothing Values and Top Ranked Clothing Value with State of Employment

	Self Expression	Aesthetic	Economic	Conserver Orientation	Physical Comfort
State of Employment	$x^2=13.21$ p=0.501	$x^2=13.92$ p=0.455	$x^2=9.02$ p=0.829	$x^2=19.53$ p=0.146	$x^2=9.45$ p=0.801

	Psych. Comfort	Social Acceptance	Social Leadership	Top Ranked Clothing Value
State of Employment	$x^2=15.84$ p=0.323	$x^2=12.40$ p=0.574	$x^2=17.16$ p=0.248	$x^2=12.67$ p=0.553

population than the full-time employed subjects. However, the failure to obtain significant associations between the employment variable and the clothing values may be partially explained by the temporary nature of the students' position. Deep-rooted values may not be affected by temporary states and it is possible that the students do not affiliate themselves with a realistic representation of their present situation. In ranking the clothing values, the students may have projected themselves to what they hope to achieve in the future. It could then be hypothesized that the entire sample group was, in fact, from the same population with respect to the clothing values.

Analysis of Variance

The analysis of variance procedure provides:

> . . . an objective criterion for deciding whether the variability between groups is large enough in comparison with the variability within groups to justify the inference that the means of the population from which the different groups were drawn are not the same. (Spence, 1968, p. 15)

The SPSS procedure Oneway (Nie, Hull, Jenkins, Steinbrenner, & Bent, 1975) was used in this study to compute the analysis of variance statistic F. The dependent variables interest in fashion, exposure to fashion, personal clothing expenditure, and annual income were analyzed across the groups for the independent variables. The ranking of each of the 8 clothing values, the top ranked clothing values,

and state of employment were held as independent variables in the study. Table XII gives the F ratio and significance level of all the comparisons done using the analysis of variance techniques. Duncan's Multiple Range Test (Nie et al., 1975) was employed as an a posteriori contrast on all the significant results to determine between which groups the difference lay. Tables XIII to XVIII give the group means (arranged in ascending order) for all the significant findings using analysis of variance.

A significant difference ($p=0.012$) in personal clothing expenditure was found among the groups represented by different assigned ranks on the economic clothing value. By using the Duncan procedure with the significance level set at 0.05, it was found that the mean personal clothing expenditure for those subjects ranking the economic clothing value in first or second position differed significantly from those placing it in seventh or eighth position. The seventh group also differed significantly from the third and fourth groups (Table XIII).

A highly significant difference ($p=0.002$) in personal clothing expenditure was found among the groups represented by different states of employment. The Duncan procedure yielded a significant difference, beyond the 0.01 level, in the expenditure variable between the full-time students and the full-time employed subjects. The subjects having full-time employment had the highest mean expenditure and those who were full-time students without outside employ-

Table XII

F Ratio and Probability Level for Analyses of Variance

Variable	Interest in Fashion	Personal Clothing Expenditure	Exposure to Fashion	Annual Income
Self Expression	F=0.640 p=0.723	F=1.465 p=0.182	F=1.032 p=0.401	F=0.807 p=0.583
Aesthetic	F=1.299 p=0.253	F=1.091 p=0.371	F=1.758 p=0.098	F=1.171 p=0.322
Economic	F=0.545 p=0.799	F=2.654 p=0.012*	F=1.162 p=0.327	F=0.231 p=0.978
Conserver Orient.	F=1.514 p=0.165	F=2.023 p=0.054	F=3.127 p=0.004**	F=0.696 p=0.675
Physical Comfort	F=1.195 p=0.308	F=0.461 p=0.861	F=1.296 p=0.255	F=1.163 p=0.327
Psych. Comfort	F=0.783 p=0.602	F=0.407 p=0.897	F=0.473 p=0.853	F=0.429 p=0.883
Social Acceptance	F=0.962 p=0.460	F=0.803 p=0.586	F=1.211 p=0.298	F=0.390 p=0.907
Social Leadership	F=1.961 p=0.063	F=1.816 p=0.087	F=2.611 p=0.014*	F=1.080 p=0.378
Top Ranked Value	F=0.312 p=0.948	F=1.381 p=0.244	F=2.093 p=0.046*	F=1.158 p=0.329
State of Employment	F=0.097 p=0.907	F=6.590 p=0.002**	F=3.413 p=0.035*	

* $p \leq 0.05$

** $p \leq 0.01$

Table XIII

Personal Clothing Expenditures of Groups Differentiated by Economic Clothing Value

Assigned Rank - Economic Clothing Value	Frequency	Mean Personal Clothing Expenditure
Second	32	201.28
First	34	212.59
Third	21	223.90
Fourth	32	240.66
Sixth	17	276.53
Fifth	18	321.39
Eighth	16	383.88
Seventh	20	404.50
Total	190	267.32

F ratio = 2.654

Probability = 0.012

ment had the lowest mean expenditure (Table XIV).

Significant results were found for four different independent variables when considering the dependent variable exposure to fashion (Table XII). The groups represented by the different assigned ranks of the conserver orientation value showed a significant difference in their exposure to fashion ($p=0.004$). The Duncan procedure ($p-0.01$) indicated that the mean exposure to fashion score for the group ranking the conserver orientation value in first position differed significantly from the group ranking this clothing value in the eighth position (Table XV). This finding would indicate that those subjects concerned about conservation of society's resources, are not spending time and money pursuing the various kinds of media promoting fashion.

Support for the previous finding is found in the analysis of exposure to fashion among the groups represented by the different assigned ranks of the social leadership value. The conserver orientation value and the social leadership value may express nearly opposite clothing values. A significant difference ($p=0.014$) in exposure to fashion was found among the various groups representing the ranking of the social leadership value. The Duncan procedure did not reveal between which groups the difference lay; however, the mean score on the exposure to fashion variable was the lowest for the group ranking the social leadership value in eighth position and the highest for the group ranking this value in the top position (Table XVI).

Table XIV

Personal Clothing Expenditures of Groups Differentiated by State of Employment

State of Employment	Frequency	Mean Personal Clothing Expenditure
Full-time student (without employment)	65	194.99
Student with part-time employment	32	250.20
Full-time employment	96	335.98
Total	193	274.12

F ratio = 6.590

Probability = 0.002

Table XV

Exposure to Fashion Scores of Groups Differentiated by the Conserver Orientation Clothing Value

Assigned Rank - Conserver Orientation Clothing Value	Frequency	Mean Score on Exposure to Fashion Inventory
First	9	16.78
Second	12	18.42
Third	24	18.62
Fifth	32	19.06
Sixth	25	19.44
Fourth	17	19.53
Seventh	43	20.60
Eighth	34	22.88
Total	196	19.95

F ratio = 3.127

Probability = 0.004

Table XVI

Exposure to Fashion Scores of Groups Differentiated by Social Leadership Clothing Value

Assigned Rank - Social Leadership Clothing Value	Frequency	Mean Score on Exposure to Fashion Inventory
Eighth	118	19.08
Seventh	26	19.62
Fifth	8	21.50
Fourth	7	21.71
Sixth	26	22.08
Third	5	23.80
Second	2	24.50
First	1	28.00
Total	193	19.97

F ratio = 2.611

Probability = 0.014

The failure of the Duncan procedure to produce significant results may be accounted for by the extreme skewness of the social leadership value distribution.

A significant difference ($p=0.046$) in exposure to fashion was also found among the groups with different top ranked clothing values. With the significance level set at 0.100, the Duncan Multiple Range test indicated that the group giving the conserver orientation value the top ranked position differed significantly on their mean exposure score from those groups giving top rank position to the psychological comfort, social acceptance, economic, aesthetic, and social leadership values (Table XVII). It is again of significance to note that the mean score on the exposure to fashion variable was the lowest for the group holding the conserver orientation value as most important and the highest for the group giving most importance to the social leadership value. It would thus appear that the exposure to fashion variable is dependent on the subjects' value orientation. Conversely, one could hypothesize that personal value hierarchies may be affected by varying degrees of exposure to fashion. In other words, those who are constantly exposed to the media promoting fashion, may begin to place the need for recognition as a social leader high on their list of values, while those who remain detached from the fashion media and who are possibly exposed to other types of media may place other values at the top of their hierarchies.

Table XVII -

Exposure to Fashion Scores of Groups Differentiated by Top Ranked Clothing Value

Top Ranked Clothing Value	Frequency	Mean Score on Exposure to Fashion Inventory
Conserver Orientation	9	16.78
Physical Comfort	39	18.64
Self Expression	22	19.64
Psychological Comfort	48	20.19
Social Acceptance	30	20.43
Economic	35	20.60
Aesthetic	13	22.77
Social Leadership	1	28.00
Total	197	19.98

F ratio = 2.093

Probability = 0.046

Degree of exposure to fashion was also found to be significantly different (p=0.035) among the groups represented by different states of employment. Using the Duncan Multiple Range procedure, with the significance level set at 0.05, full-time students were found to have a significantly higher mean score on the Exposure to Fashion Inventory than the other two groups (Table XVIII).

Acceptance - Rejection of the Hypotheses

Null Hypotheses 1

There is no significant difference in interest in fashion among the groups represented by each of the assigned ranks (1-8) for each of the following clothing values:

a. self expression
b. aesthetic
c. economic
d. conserver orientation
e. physical comfort
f. psychological comfort
g. social acceptance
h. social leadership

Based on analysis of variance, no significant differences in interest in fashion were found among the groups represented by each of the assigned ranks for any of the 8 clothing values. The null hypothesis could therefore not be rejected.

Table XVIII

Exposure to Fashion Scores of Groups Differentiated by State of Employment

State of Employment	Frequency	Mean Score on Exposure to Fashion Inventory
Student with part-time employment	33	18.73
Full-time employment	97	19.58
Full-time student (without employment)	67	21.19
Total	197	19.98

F ratio = 3.413

Probability = 0.035

Null Hypothesis 2

There is no significant difference in interest in fashion among the groups with different top ranked clothing values.

Using analysis of variance, no significant difference was found in interest in fashion among the groups with different top ranked clothing values. Consequently, the null hypothesis could not be rejected.

Null Hypothesis 3

There is no significant difference in exposure to fashion among the groups represented by each of the assigned ranks (1-8) for each of the following clothing values:

a. self expression
b. aesthetic
c. economic
d. conserver orientation
e. physical comfort
f. psychological comfort
g. social acceptance
h. social leadership

An analysis of variance computed a significant difference in exposure to fashion for the groups represented by different assigned ranks on the conserver orientation value ($p=0.004$) and the social leadership value ($p=0.014$). No significant differences were found in exposure to fashion for the different groups represented by the assigned ranks

of the remaining 6 clothing values. Therefore null hypotheses 3(d) and 3(h) may be rejected while null hypotheses 3(a), 3(b), 3(c), 3(e), 3(f), and 3(g) cannot be rejected.

Null Hypothesis 4

There is no significant difference in exposure to fashion among the groups with different top ranked clothing values.

A significant difference ($p=0.046$) was reported in exposure to fashion among the groups with different top ranked clothing values, using the analysis of variance technique. The null hypothesis was thus rejected.

Null Hypothesis 5

There is no significant difference in personal clothing expenditure among the groups represented by each of the assigned ranks (1-8) for each of the following clothing values:

a. self expression
b. aesthetic
c. economic
d. conserver orientation
e. physical comfort
f. psychological comfort
g. social acceptance
h. social leadership

A significant difference ($p=0.012$) was found in personal clothing expenditure among the groups represented by different assigned ranks for the economic clothing value.

No significant differences were found in personal clothing expenditure for the different groups represented by the assigned ranks for the remaining 7 clothing values. Null hypothesis 5(c) could therefore be rejected but the remainder of the null hypothesis could not be rejected.

Null Hypothesis 6

There is no significant difference in personal clothing expenditure among the groups with different top ranked clothing values.

An analysis of variance did not yield a significant difference in personal clothing expenditure among the groups with different top ranked clothing values. Accordingly, the null hypothesis was not rejected.

Null Hypothesis 7

There is no significant correlation between exposure to fashion and interest in fashion.

A significant correlation ($p=0.043$) resulted between exposure to fashion and interest in fashion through the use of the Pearson Product Moment Correlation procedure. The null hypothesis was therefore rejected.

Null Hypothesis 8

There is no significant correlation between interest in fashion and personal clothing expenditure.

The correlation coefficient computed using interest in fashion and personal clothing expenditure was not significant. Therefore, the null hypothesis was not rejected.

Null Hypothesis 9

There is no significant correlation between exposure to fashion and personal clothing expenditure.

The Pearson Correlation procedure yielded a significant correlation ($p=0.026$) between the variables exposure to fashion and personal clothing expenditure. The null hypothesis was therefore rejected.

Null Hypothesis 10

There is no significant difference in income among the groups represented by each of the assigned ranks (1-8) for each of the following clothing values:

a. self expression
b. aesthetic
c. economic
d. conserver orientation
e. physical comfort
f. psychological comfort
g. social acceptance
h. social leadership

Analysis of variance did not yield a significant difference in income among the groups represented by each of the assigned ranks for any of the 8 clothing values. The null hypothesis was therefore not rejected.

Null Hypothesis 11

There is no significant difference in income among the groups with different top ranked clothing values.

No significant difference was found in income among the groups with different top ranked clothing values, using

analysis of variance. The null hypothesis could not be rejected.

Null Hypothesis 12

There is no significant correlation between income and interest in fashion.

No significant correlation was found between income and interest in fashion using the Pearson Correlation procedure. The null hypothesis was therefore not rejected.

Null Hypothesis 13

There is no significant correlation between income and exposure to fashion.

The Pearson Correlation procedure yielded a coefficient which was not significant thus indicating no significant relationship between income and exposure to fashion. The null hypothesis was therefore not rejected.

Null Hypothesis 14

There is no significant correlation between income and personal clothing expenditure.

A significant correlation ($p=0.001$) was reported between income and personal clothing expenditure. Consequently, the null hypothesis was rejected.

Null Hypothesis 15

There is no significant association between state of employment and the assigned rank of each of the following clothing values:

a. self expression

b. aesthetic

c. economic

d. conserver orientation

e. physical comfort

f. psychological comfort

g. social acceptance

h. social leadership

No significant association was found between state of employment and the assigned rank of each of the 8 clothing values, using chi-square analyses. The null hypothesis was therefore not rejected.

Null Hypothesis 16

There is no significant association between state of employment and the top ranked clothing value.

The chi-square procedure did not yield a significant association between state of employment and the top ranked clothing value. The null hypothesis could therefore not be rejected.

Null Hypothesis 17

There is no significant difference in interest in fashion among the groups represented by different states of employment.

No significant difference was found in interest in fashion among the groups represented by different states of employment, using analysis of variance. The null hypothesis was therefore not rejected.

Null Hypothesis 18

There is no significant difference in exposure to fashion among the groups represented by different states of employment.

An analysis of variance indicated a significant difference in exposure to fashion among the groups represented by different states of employment ($p=0.035$). The null hypothesis was therefore rejected.

Null Hypothesis 19

There is no significant difference in personal clothing expenditure among the groups represented by different states of employment.

A significant difference was found in personal clothing expenditure among the groups represented by different states of employment ($p=0.002$), using analysis of variance. The null hypothesis was therefore rejected.

CHAPTER V

INTERPRETATION

Kohlmann's (1962) concept of value orientations provided the theoretical framework for this study. The interpretation of the findings will be discussed in relation to the theoretical framework, the objectives of the study, and the hypotheses formulated.

The first objective was to develop and test an instrument designed to measure exposure to fashion. The result of this objective was the Exposure to Fashion Inventory. The second objective was to revise and establish reliability and validity for the Clothing Values Scale. An eighth value, conserver orientation, was developed and added to the Clothing Values Scale. Significant reliability and validity coefficients were then established and the revised scale was used in the study.

The third objective delineated for this research was to investigate the relationships among clothing values, interest in fashion, exposure to fashion, and personal clothing expenditures. Hypotheses 1 through 9 were formulated to achieve this objective. The exposure to fashion variable proved to be the factor most closely related to clothing values. Significant differences in exposure to fashion were found among the groups represented by different assigned ranks for the conserver orientation value and the social leadership value. Support was found for this finding in the analysis of the top ranked clothing

value where a significant difference was found in exposure to fashion. These findings would indicate that those subjects feeling a definite concern for society's resources, are devoting a significantly lower percentage of their time to the mass media promoting fashion. Those subjects placing a higher value on social leadership and desirability are exerting a much greater effort in the pursuit of a fashionable way of dress.

Alternatively, exposure to fashion media may be influential in changing the clothing value structures of individuals. Kohlmann's theory holds that value hierarchies may under-go reconstruction as new experiences are encountered in the individual's environment. The mass media are considered as one such type of experience. The findings of this research would then support the theory that messages sent forth by the mass media may, in fact, be affecting the personal value structures of the receivers. This evidence would then substantiate Rokeach's (1973) suggestion that values are both dependent and independent variables (see p. 18).

Exposure to fashion was also found to correlate significantly with interest in fashion and with personal clothing expenditure. Although it is impossible to say whether the exposure generates the interest or if a high degree of interest creates the drive for exposure, it is sufficient to note that a correlation between the two variables does exist. This, in turn, leads to another

finding in which exposure to fashion was significantly correlated with personal clothing expenditure. Kohlmann's theory holds that what a person sees or interprets from a situation or an experience is determined by that person's value hierarchy. The results of this study have indicated that those people placing the social leadership value high in their hierarchy, have a greater degree of exposure to fashion. It would seem then, that the fashion advertising appeals are affecting the personal value hierarchies, and personal clothing expenditure is increased through the need to satisfy these values.

Personal clothing values were found to relate to clothing behavior in yet another way. The groups represented by the different assigned ranks on the economic clothing value were found to differ in their mean personal clothing expenditure. Those groups placing this clothing value in one of the top two positions in their value hierarchy had significantly lower mean clothing expenditures than those groups placing the economic value in one of the last two positions. This finding would then support Kohlmann's theory that value orientations remain relatively stable over time; that is, the economic clothing value tends to govern personal clothing expenditure regardless of exposure to fashion.

The fourth objective set for this research was to investigate the relationships between income and clothing values, interest in fashion, exposure to fashion, and personal clothing expenditure. Hypotheses 10 through 14 were

formulated to achieve this objective. The results of this study found income to be significantly correlated with only the personal clothing expenditure variable. The failure to find other significant results would indicate that personal income does not influence the more abstract aspects of fashion such as interest, exposure, and clothing values. With 50 percent of the subjects having an annual income of less than $6000, one might expect that the economic value would receive top rank position more frequently than the actual 17.8 percent of the group. The current position of the student is temporary, however, and may not affect deep rooted values. Although in a tight financial situation at the present time, the unemployed student could retain other values in anticipation of an altered state of employment with a higher annual income. The relationship found in this segment of the research developed through the real limitations placed on personal clothing expenditure by the annual income.

The final objective of the study was to investigate the relationships between state of employment and clothing values, interest in fashion, exposure to fashion, and personal clothing expenditure. Hypotheses 15 through 19 were established to reach this objective. No relationships were found between state of employment and the ranking of the 8 clothing values or the degree of interest in fashion. Kohlmann's theory that individual value hierarchies remain relatively stable throughout adult life

would thus be supported for the age range studied. As with income, state of employment seemed to place real limitations on the personal clothing expenditure variable. The three groups represented by different states of employment also differed significantly in their degree of exposure to fashion. The group composed of full-time students without other employment had a higher mean score on the Exposure to Fashion Inventory than did either of the other 2 groups. This finding, in conjunction with the previous one, would tend to indicate that those with full-time employment (and thus supposedly a higher income) are able to express their interest in fashion through a greater amount of personal clothing expenditure. Those subjects who were full-time students sought satisfaction for their personal clothing values through an increased exposure to fashion via the mass media.

The findings of this study support the theoretical framework posed by Kohlmann's theory of value orientations. Subjects were able to arrange their clothing values in a continuum from most to least important. The clothing behaviors measured in the study reflected many of the clothing value hierarchies of the subjects. There was also sufficient evidence to indicate that mass media appeals may be affecting clothing value structures.

CHAPTER VI

SUMMARY AND RECOMMENDATIONS

The purpose of this research was to investigate the role of the mass media in relation to clothing values and clothing behavior. In the context of the conserver oriented society, the continual change of what is considered fashionable may be placing too much stress on the individual budget. According to Kohlmann's (1962) theory of value orientations, personal value hierarchies affect what a person interprets from a situation and the role of particular objects in influencing that person's actions. The stability of the subject's hierarchy of clothing values determines the effect a new experience will have on that subject. By measuring the stability of clothing values in conjunction with other variables, one could determine the degree of influence exerted by fashion advertising.

The random sample used in the study consisted of 197 young women between the ages of 17 and 30, representing 3 different employment states: (1) full-time students without employment; (2) students with part-time employment; (3) subjects with full-time employment. Four instruments were administered: The Word Association Test; The Exposure to Fashion Inventory; The Clothing Values Scale; and The Personal and Financial Data Questionnaire.

Kohlmann's (1962) work on value orientations provided the theoretical framework for this study. The findings indicated that for subjects who varied widely in state of

employment and income, there was no significant difference in value hierarchies.

Exposure to fashion, considered one type of experience confronting individuals in their environments, was found to differ significantly among groups. Those people valuing social leadership above some of the other clothing values, had higher scores on the Exposure to Fashion Inventory. Those subjects who were more conserver oriented had significantly lower degrees of exposure to fashion. It is beyond the scope of this study to determine whether varying degrees of exposure to fashion are creating different clothing value hierarchies or whether the stability of preformed value orientations are governing the amount of exposure to fashion, or both.

Exposure to fashion was found to correlate positively with personal clothing expenditure thus indicating that fashion advertising appeals are indeed influential in creating a greater deman for fashion. Further study using multivariate techniques is needed to investigate the complex relationships between exposure to fashion, clothing value hierarchies, and personal clothing expenditure.

Recommendations

On the basis of this study, a number of recommendations for further research were formulated:

1. This study was confined to single women within a limited age group. It would be both interesting and enlightening to conduct a similar study on both men

and women in other age and marital status groups.

2. All subjects participating in the study were part of a university population either as students or employees. A further study could be conducted encompassing a larger, more general population.

3. A longitudinal study evaluating stability of clothing values over time would be helpful.

4. This study could be repeated using male subjects to evaluate the degree of influence of fashion advertising appeals directed to a male audience.

5. Although the original design of the study permitted the researcher to control external distractions, the modifications made due to inclement weather conditions, made this control impossible. Much of the testing was done in offices and lunchrooms and the degree of distraction varied from case to case. A repeat of the study with a control for external distraction would strengthen the research design.

6. Further study using multivariate analyses is needed to determine the direction of relationships among the variables.

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APPENDICES

Appendix A

Personal and Financial Data Questionnaire

Personal and Financial Data Questionnaire

Please answer the following questions as accurately as possible in the spaces provided.

1. _____ Age

2. State of Employment:

   _____ a. Full-time student (without employment)

   _____ b. Student/part-time employment

   _____ c. Full-time employment

   _____ d. Part-time employment

3. Marital Status:

   _____ a. single (including separated, divorced, widowed)

   _____ b. married

4. _____ Do you have any dependents?

5. Annual income. In this calculation, please include scholarships, bursaries, summer employment, support from parents, and other benefits.

_____ under $1000	_____ $10,000 - $10,999
_____ $1000 - $1999	_____ $11,000 - $11,999
_____ $2000 - $2999	_____ $12,000 - $12,999
_____ $3000 - $3999	_____ $13,000 - $13,999
_____ $4000 - $4999	_____ $14,000 - $14,999
_____ $5000 - $5999	_____ $15,000 - $15,999
_____ $6000 - $6999	_____ $16,000 - $16,999
_____ $7000 - $7999	_____ $17,000 - $17,999
_____ $8000 - $8999	_____ $18,000 - $18,999
_____ $9000 - $9999	_____ $19,999 - $19,999

$20,000 and over, please specify _____

6. Please estimate as exactly as possible the amount of money spent during the last four months on personal clothing purchases, as follows:

_____ Coats and/or jackets

_____ Sportswear

_____ School and/or work clothes

_____ After-five or formal wear

_____ Lingerie

_____ Shoes and/or boots

_____ Other accessories (purses, scarves, jewelry)

_____ Total

7. What percentage of your own clothes do you make?

_____ none

_____ 1% - 10%

_____ 11% - 25%

_____ 26% - 50%

_____ 51% - 75%

_____ 76% - 100%

8. What percentage of your clothes do you buy at second-hand or thrift stores?

_____ none

_____ 1% - 10%

_____ 11% - 25%

_____ 26% - 50%

_____ 51% - 75%

_____ 76% - 100%

9. What percentage of your clothes do you receive as gifts?

_____ none

_____ 1% - 10%

_____ 11% - 25%

_____ 26% - 50%

_____ 51% - 75%

_____ 76% - 100%

10. Do you have a clothing budget? ( ) yes ( ) no

11. Estimate the percentage of your annual income allotted for fixed living expenses (i.e. housing, tuition).

_____ none

_____ 1% - 20%

_____ 21% - 40%

_____ 41% - 60%

_____ 61% - 80%

_____ 81% - 100%

Appendix B

Validity Check for Clothing Values Scale

Please read these definitions and rank these clothing values in the order of their importance to you.

Definitions:

Self expression: communicating individuality through clothing.

Aesthetic: seeking beauty in clothing.

Economic: seeking maximization of personal resources through clothing.

Conserver orientation: seeking maximization of society's resources through clothing.

Physical comfort: seeking well-being of body through clothing.

Psychological comfort: seeking well-being of mind through clothing.

Social acceptance: seeking affiliation with others through clothing.

Social leadership: seeking recognition from others through clothing.

List of Values:

Most important to you. 1.

2.

3.

4.

5.

6.

7.

Least important to you. 8.

Appendix C

Exposure to Fashion Inventory

Exposure to Fashion Inventory

For the items below, please check (✓) the most appropriate response.

			Code
1.	How often do you attend fashion shows?		
	very frequently	( )	4
	frequently	( )	3
	seldom	( )	2
	almost never	( )	1
2.	How often do you window shop?		
	very frequently	( )	4
	frequently	( )	3
	seldom	( )	2
	almost never	( )	1
3.	How often do you browse in clothing stores even though you don't intend to buy anything?		
	very frequently	( )	4
	frequently	( )	3
	seldom	( )	2
	almost never	( )	1
4.	How often do you look at the latest pattern catalogues just to see what's new?		
	very frequently	( )	4
	frequently	( )	3
	seldom	( )	2
	almost never	( )	1

5. How often do you notice what your favorite T. V. personalities and people in the news are wearing?

very frequently	( )	4
frequently	( )	3
seldom	( )	2
almost never	( )	1

6. How often do you read the articles on recent fashion happenings in the daily paper?

very frequently	( )	4
frequently	( )	3
seldom	( )	2
almost never	( )	1

7. How often do you read newspaper ads sponsored by clothing stores and departments?

very frequently	( )	4
frequently	( )	3
seldom	( )	2
almost never	( )	1

8. Which of the following magazines do you read regularly?

Glamour	( )	1	Redbook	( )	1
Vogue	( )	1	Chatelaine	( )	1
Harpers' Bazaar	( )	1	Miss Chatelaine	( )	1
Mademoiselle	( )	1	Chatterly	( )	1
Cosmopolitan	( )	1	Women's Wear Daily	( )	1
Seventeen	( )	1	Style	( )	1

others (please specify) _____

9. When going through these magazines, do you:

_____ a. read only the articles and skip the advertisements? 1

_____ b. look closely at the fashions in the advertisements? 3

_____ c. read the whole issue, cover to cover? 2

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